

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/749,653	Confirmation No.	9390
Applicant	:	Kenneth A. Moss, et al.		
Filed	:	12/31/2003		
Title	:	PAID INCLUSION LISTING ENHANCEMENT		
Group Art Unit	:	3688		
Examiner	:	Matthew L. Hamilton		
Docket No.	:	MFCP.150262		
Customer No.	:	45809		

VIA EFS- July 14, 2010

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

The following amendments and remarks are filed in response to the Non-Final Office Action mailed April 14, 2010 the three-month shortened statutory period for response to which expires on July 14, 2010. In response to the Office Action, please amend the above-identified application as following:

Amendments to the Claims are reflected in the Listing of Claims, which begins on page 2 of this paper.

Remarks begin on page 16 of this paper.